



Department of Planning, Housing, & Community Development

Mayor, Matthew T. Ryan
Director, Tarik Abdelazim

Date: 23 January 2013
To: Commission on Architecture & Urban Design Members
Subject: **37 Court Street – Signage**
Tax ID: 160.40-2-16
Case: CAUD 2013-03
Copies: G. Tedino; Z. Chastain; B. Giordano; file

A. Review Requested

On 17 January 2013, Zac Chastain and Ben Giordano, the tenants, submitted a sign application for the property located at 37 Court Street. The building is located in the Court Street Local and National Register Historic District, and all exterior modifications, including signage, must be reviewed and approved by the Commission on Architecture and Urban Design (CAUD).

B. Proposal

The Applicant proposes to install two (2) signs for a new business to be located at this address; the Applicant proposed one (1) window sign, and one (1) awning sign. As part of the new awning sign, the Applicant proposes to replace the existing awning fabric with new fabric of a sunbrella material.

The proposed awning sign is larger than what is allowed by the Zoning Code; the Applicant will need to obtain an area variance from the Zoning Board of Appeals. The Applicant has been provided a copy of the application. The next application deadline is 6 February 2013, for the case to be placed on the 5 March 2013 Zoning Board of Appeals meeting agenda. A completed variance application has not been received to date. The Applicant has request that the CAUD review for the awning sign proceed at this time; as the Applicant has to attend the CAUD meeting for the window sign, it is appropriate to review both signs at one meeting instead of asking the Applicant to come back for a separate review at a later date.

C. Permitted Sign Regulations

37 Court Street is located in the C-2, Downtown Commercial District and the following regulations apply:

Permitted

- All structural types
- 2 sign per frontage per activity
 - Window sign
 - No more than 50% of the window

Proposed

Wall Sign
2 signs proposed
approx. 15-0%

- | | |
|--|-----------------------------|
| <ul style="list-style-type: none"> • 1 sign per window | 1 proposed |
| <ul style="list-style-type: none"> • Awning sign <ul style="list-style-type: none"> • Max. size 16 inches by 6 feet | 5 feet by 15 feet, 9 inches |
| <ul style="list-style-type: none"> • Illumination permitted | no illumination proposed |

D. Staff Findings

The proposed window sign meets the City of Binghamton Zoning Code requirements; the proposed awning sign requires an area variance from the Zoning Board of Appeals. The Commission should, as part of any decision on the awning sign, make a recommendation to the Zoning Board of Appeals as to any potential impact, positive or negative, the proposed awning sign would have on the character of the historic district.

The proposed window sign is in keeping with the City of Binghamton Historic Design Guidelines. The proposed window sign will not have any negative impacts on the structure.

Staff's primary concern with the awning sign is not its size, but the proposed color of the awning fabric. The proposed color is out of character with the historic district, and the existing color scheme of the building. Staff has recommended to the Applicant that they consider either matching the green of the building, or using a black material

E. Photographs



Proposed awning sign



Proposed window sign



Proposed awning sign on black



Proposed awning sign on green to match building